

# Announcing ALADDIN'S Newest Achievement!

## ALUMINUM PROTECTED LUMBER



### Greatest Single Advancement in Home Building Since Our Creation of the Readi-Cut System

Aladdin announces an amazing advance in house construction methods. It is surpassed in importance only by the great cost lowering achievements of the Readi-cut System itself. Your Aladdin will be sheathed with a coat of Aluminum. All siding and outside finish exposed to the weather will have a metal coat of protection. This forms the strongest known protection against the ravages of weather, dampness, age or other damage. It also forms a perfect undercoat for our high quality paint. It gives the most perfect protection to our Certified and Guaranteed Knotless Siding and Knotless Outside Finish. Special machinery has been installed in Aladdin mills for blowing Aluminum under pressure into the fibres of the wood on all four sides of our Knotless Siding.

To own a home, having the protection, value and benefits of the latest scientific accomplishments, is a matter of pride and satisfaction.

To be one of the first in your community to own such a home is a distinction and is evidence of leadership.

The silvery flash of the Aluminum metal coat, as your home is under construction, gives notice to the world that here is a home different, sounder and more distinctive than any home around you, regardless of size. It gives notice that here is a home whose every board, which is exposed to the weather, is covered with a coat of metal protection.

With these advantages comes the knowledge that nearly half of the cost in labor and money of painting is saved. There is no danger from rains during construction—causing delay in priming because of dampness. Rain will not affect this material either before or after construction. Annoyances and delay from bad weather are wholly avoided. All these advantages give greater speed in erection and save time and labor.

**The ALADDIN Company**  
Bay City, Mich.—Portland, Ore.



**All Lumber Exposed  
to the Weather Protected  
with a Coat of ALUMINUM**



# Ultra-Violet Ray Health Glass

## For All Windows in ALADDIN Homes

### Newest Scientific Advancement in Window Glass

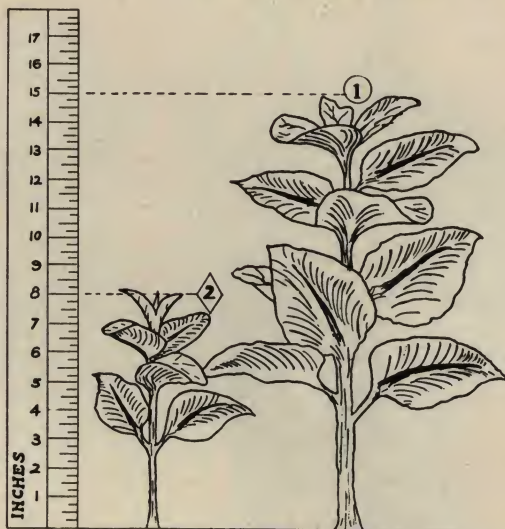
### Adopted by the ALADDIN Company This Year

Sunlight travelling through almost countless miles of space—from sun to earth—in just eight minutes, so scientists say, brings to us the light, heat and health rays so necessary to life and happiness.

Yet the shorter **ultra-violet** rays, the very best and most healthful part of sunlight are stopped and held out of your home by ordinary window glass.

Lustraglass is a new glass. It has no equal. It is not "ordinary window glass." Lustraglass is a perfectly flat glass of brilliant lustre, the "whitest" of all glass made for windows and transmits more daylight as well as more **ultra-violet** rays than ordinary window glass. No other glass combines all these features. Lustraglass has no "equal" because no other glass is just like it.

To see the different results between ordinary window glass and the new **ultra-violet** ray window glass that will be furnished with your new Aladdin Home, look at the illustration on this page. A prominent university,



Spinach plant. Number 1, grown under Lustraglass, the **ultra-violet** ray window glass. Plant Number 2, grown under ordinary window glass. Both plants exactly the same age. This is evidence from laboratory experiments that ordinary window glass blinds the interior of your home to the valuable health giving, body building **ultra-violet** rays of Sunlight.

## LUSTRAGLASS

The Ultra-Violet Ray Window Glass

famous for its horticultural experiments, has been

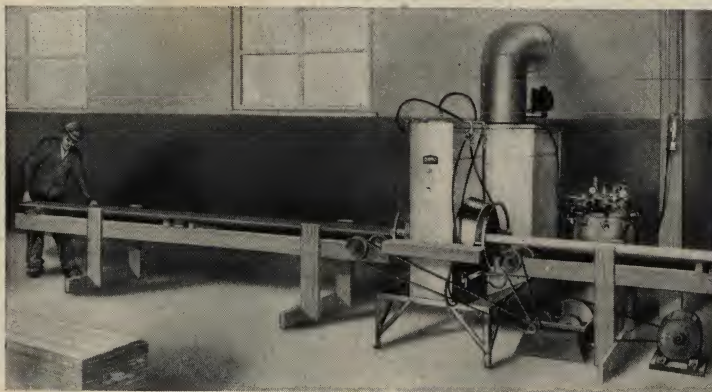
conducting a series of carefully recorded hotbed tests to determine the exact value of Lustraglass, the **ultra-violet** ray window glass, over ordinary window glass. The illustration shows the results obtained by these experiments on Spinach.

Note carefully not only the difference in height of the two plants but the difference in stockiness and there was also a great difference in the color of leaf. The report states that color of leaf, Lustraglass—Deep Green. Color of leaf, Ordinary Glass—Paler Green.

The **ultra-violet** rays of sunlight are conceded to be of great value to all forms of life. Lustraglass transmits more **ultra-violet** rays, more daylight, and, at the same time, is the "whitest" of all window glass and superior in appearance to all other window glass. It should be the glass in your new home.

Aladdin engineers are always looking for the best and newest ideas in home construction, therefore Lustraglass, the new **ultra-violet** ray window glass will be supplied in your new Aladdin Home.

## HOW THE COAT OF METAL PROTECTION IS APPLIED



This marvelous automatic machine blows aluminum into the wood fibres at the astonishing speed of two hundred lineal feet a minute—on all four sides of the board. The application of the aluminum is actually controlled by a beam of light—called the Electric Eye, a new scientific device developed by the scientists of the Westinghouse Electric Company and which is finding increasing uses in the most modern manufacturing plants. Because this magic-like machine applies the coat of aluminum before your house leaves Aladdin Mills, you are saved the labor and time of painting the first or priming coat of paint on your siding when your Aladdin house is erected.



## ALADDIN Houses Built 20 Years Ago Sold Recently at Handsome Profit

To sell an Aladdin house today that was built twenty years ago and make a profit on it of seventy-five per cent settles conclusively the question of genuine built-in strength, quality and all around value.

One of our customers of twenty years ago wrote us recently that the two Aladdins he built at that time had been rented constantly through all those years, and that he had just sold them. He reports that the two houses, together, cost him less than a thousand dollars. When he sold them he received \$1,750.00. That is a profit of more than \$750.00, besides the rent received during all the time he owned them.

What finer tribute to Aladdin Homes could be given! You can build an Aladdin with confidence that it will give you complete satisfaction now and through all the future years that you own it. We give Mr. Moore's letter below:

New Egypt, N. J.  
March 24, 1931

Gentlemen:

As a user of your great Aladdin building plan, having built two of your little bungalows here in New Egypt about twenty years ago, costing me less than a thousand dollars for the two, and rented them through these years, then sold them for \$1,750.00, I feel you should be recommended to others. Please send catalog to list of names following.

(Signed) ADDISON U. MOORE.

## The Lumber That's Wasted Costs Just as Much as The Lumber That's Used

You CAN'T buy lumber from the retail dealer without paying for waste that runs as high as 18% of the total. And you pay just as much per foot of lumber that is wasted as you pay for the lumber that is used.

How does Aladdin help me avoid that waste of money? Because Aladdin houses are PLANNED to use lengths of lumber as it comes out of the forest and through the lumber mills. This planning starts with the width and length of the house itself. You will notice that all Aladdin houses are even dimensions both ways, that is 18 ft. 20 ft. 24 ft. 30 ft., etc. These sizes take regular standard lengths such as 8 ft. 10 ft. 12 ft. 14 ft. and 16 ft. WITHOUT ANY WASTE.

In placing windows and doors we PLAN to set them such distances apart as will enable us to use standard lengths without cutting to waste.

This PLANNING is carried out in careful detail throughout every Aladdin design. It saves YOUR money. That is one of the reasons why Aladdin can give the HIGHEST QUALITY materials at a very distinct saving to you. "When you see a KNOTLESS house you know it is an Aladdin."

## ALADDIN Gives You More for Every Dollar

Aladdin gives you much more for your money because: You avoid paying profits and expenses to several middlemen. You buy direct from the manufacturer—direct from Aladdin Mills. The average dealer's price to you, because of these several profits and expenses, is about twice the price the lumber mill gets for its lumber. It's the same lumber whether at the saw mill or in the dealer's yard. You make further savings because the Aladdin Readicut System saves 18% waste against hand cutting on the site of your building. You pay the lumber dealer the same price per foot for all the lumber wasted in your house as you pay for the lumber actually used. **There is no waste on the job when you build an Aladdin.** You also save about one hour out of every four hours labor building your Aladdin because the materials are manufactured and cut to fit in Aladdin Mills.

## ALADDIN Helps You Build with Absolute Confidence

Because The Aladdin Company originated and first developed the Readicut System of Construction; because The Aladdin Company has been furnishing Readicut homes to the public for twenty-six years; because The Aladdin Company is the largest exclusive manufacturer of Readicut houses in the world; because The Aladdin Company's guaranty of Satisfaction or your Money Back insures you against most home builders' troubles; because the same men who started the company twenty-six years are still owners of the company and still its actual managers—you can build your home with feelings of complete safety, satisfaction and security.

## WARNING!

If anybody says he will furnish the materials for an Aladdin house at the same or less money than the Aladdin price, MAKE HIM sign an iron-clad agreement to fulfill his promise.

Every day we hear of prospective Aladdin customers who were seduced by so-called lower prices to buy from dealers or others.

Almost invariably the result has been higher costs for indifferent or poor materials.

There seems to be a well organized plan among many small local dealers to secure business from prospective Aladdin customers by misrepresentation and deceit—to the sorrow of these customers.

### HERE'S HOW THEY DO IT

Through a natural desire to compare prices some of our prospects take our catalog to the local dealer and ask what he will furnish the material for on the house the prospect is interested in.

Without knowing the amount of materials in the house, without even putting down any figures, the dealer will quote a price a few dollars under the Aladdin price. The customer assumes the dealer will carry out his implied agreement—

But he doesn't, and HE WON'T. He CAN'T—without losing money.

If the customer "falls for it" the awakening occurs when his house is well along under construction.

The customer discovers first one item, then another—many items are missing. When he approaches the dealer with a request that they be sent out to the job, he is advised by the dealer that those items were not included in the price quoted.

The customer has no redress for he has no signed agreement from the dealer to furnish all materials TO COMPLETE the house.

### HERE'S THE RESULT

The result, of course, is that he has to order the missing items from the dealer and PAY FOR THEM as extras!—and at the dealer's own price!

Home builders who have told us about these experiences almost invariably say that their home cost them several hundred dollars MORE than they could have bought high grade KNOTLESS materials from Aladdin for.

Such an attempt was made recently by a Muskegon, Michigan lumber dealer on one of our prospective customers. This customer knew something about construction, and when the dealer quoted a price \$70 under our price on our Cypress cottage, the customer said: "That's a good price. Let's sit down and figure it all out. We will figure the exact footage of all lumber, the amount of millwork, doors, windows, roofing, paint, nails, hardware—everything."

With reluctance on the part of the dealer, they proceeded to the figuring. As each item was figured, the price was put down and they continued until the COMPLETE house was analyzed and every item was accounted for.

They then totaled up all the prices and the result was a price over three hundred dollars higher than Aladdin's price for the complete house.

### HE WOULDN'T SIGN

"Will you sign an agreement to furnish me a house in accordance with these figures at the price of \$70 under Aladdin's price?" asked the customer.

"I will not," answered the dealer—and he didn't.

The above experience was related to our general manager recently, by the man who went through it, and who afterward purchased and erected our Cypress in Muskegon.

For the protection of our less experienced customers, and for our own protection against unscrupulous competitors, we find it necessary to issue this warning.

Should this proposition be made to you by ANYBODY, make them sign an iron bound agreement to furnish you with ALL the material necessary to COMPLETE your house. And also make them agree to furnish quality equal to that supplied in Aladdin houses.



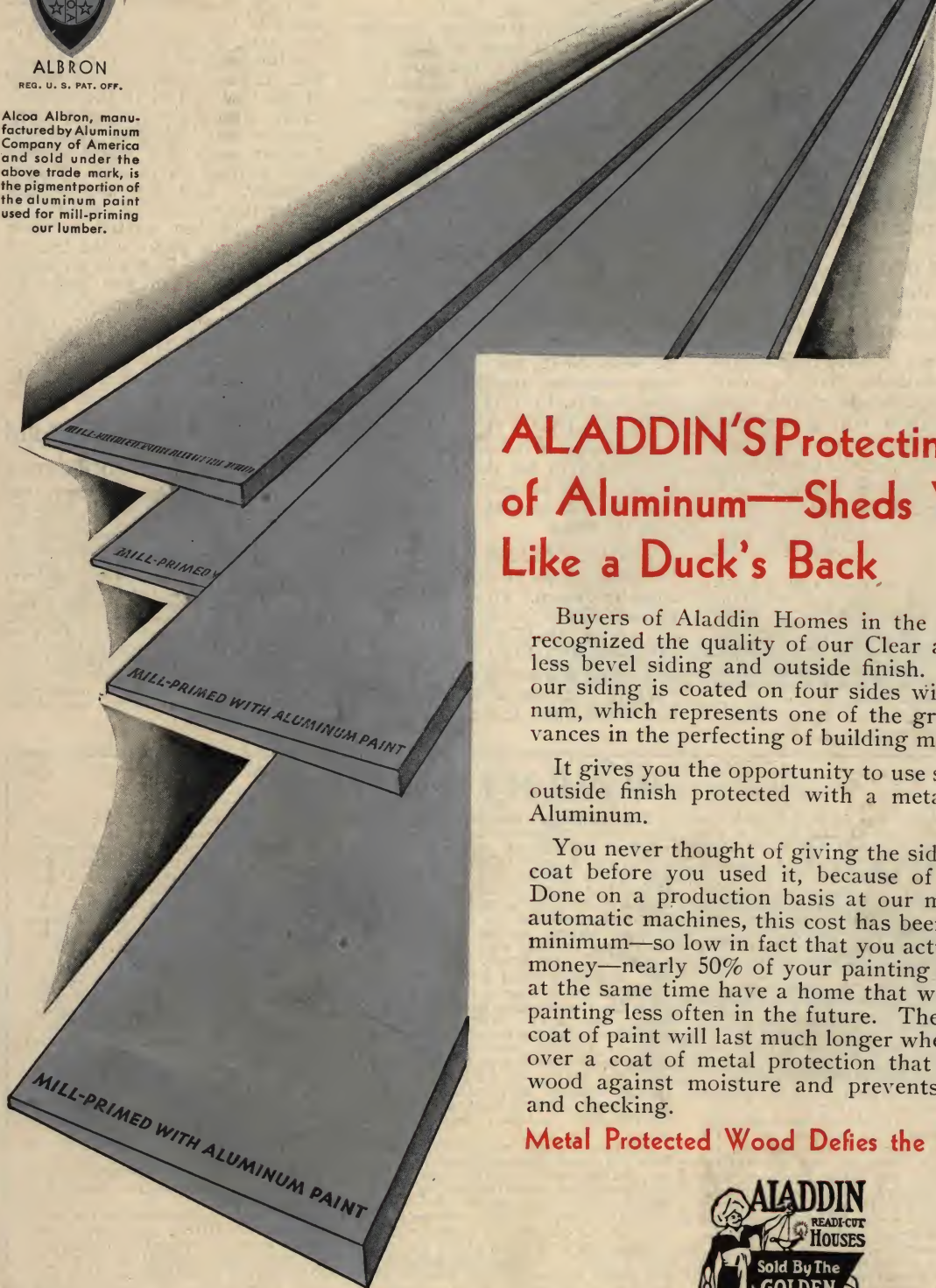
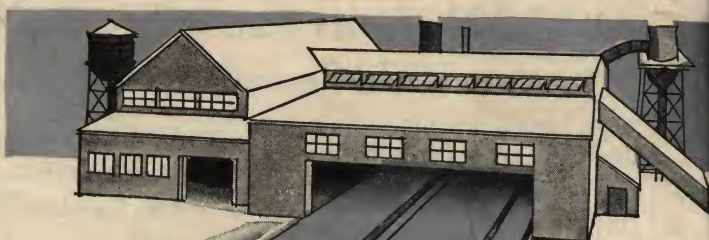
## ALUMINUM PAINT—THE COAT OF METAL PROTECTION



ALBRON

REG. U. S. PAT. OFF.

Alcoa Albron, manufactured by Aluminum Company of America and sold under the above trade mark, is the pigment portion of the aluminum paint used for mill-priming our lumber.



## ALADDIN'S Protecting Coat of Aluminum—Sheds Water Like a Duck's Back

Buyers of Aladdin Homes in the past have recognized the quality of our Clear and Knotless bevel siding and outside finish. But now our siding is coated on four sides with Aluminum, which represents one of the greatest advances in the perfecting of building materials.

It gives you the opportunity to use siding and outside finish protected with a metal coat of Aluminum.

You never thought of giving the siding a first coat before you used it, because of the cost. Done on a production basis at our mills, with automatic machines, this cost has been cut to a minimum—so low in fact that you actually save money—nearly 50% of your painting labor and at the same time have a home that will require painting less often in the future. The finishing coat of paint will last much longer when applied over a coat of metal protection that seals the wood against moisture and prevents warping and checking.

**Metal Protected Wood Defies the Elements**



**ALADDIN HOUSES Make Happy Homes**



# ALUMINUM PAINT—THE COAT OF METAL PROTECTION



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REG. U. S. PAT. OFF.

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Digitized by



ASSOCIATION  
FOR  
PRESERVATION  
TECHNOLOGY,  
INTERNATIONAL  
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BUILDING  
TECHNOLOGY  
HERITAGE  
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<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of:

Alan O'Bright

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